सर्प्लस लैंड जितनी भी खाली पड़ी हुई है और सर्प्लस लैंड रहने से वर्किंग क्लास को पैसे के लिए तकलीफ हो रही है, इस लिहाज से ट्राइपर्ट्राइट कमटी ने सारा सूझबूझ कर इसको एप्रूव किया है।

SHRI PRAGADA KOTAIAH: Sir, the Government says that the workers will not be retrenched. At the same time, the Government also says that the mills should be modernised. Modernisation means reduction of workforce. How are we going to adjust the two?

Mr. CHAIRMAN: The Minister said that he had no intention of retrenching any workers.

SHRI V. NARAYANASAMY: Mr. Chairman. Sir, the hon. Minister for Textiles as well as the Minister of Labour has takes a decision for modernising the mills after taking the labour force into confidence. The Minister has given an assurance on the floor of the House that the workers will not be retrenched. Sir, to my knowledge, I find that in the sace of the NTC mills and also the takenover mills, outmoded technology is being adopted in the process of modernisation. They are not coming up with updated technology in the textile field as is being done in the Western countries and Japan. Therefore, I would like to know from the hon. Minister whether the Government is going to adopt foreign technology, which is available today in the modernisation process as far as the textile field is concerned. I would also like lo know another aspect from the hon. Minister. Is there any inflow of foreign investment in the textile field especially when the NTC is willing to accept it?

श्री जी० वेंकटस्वामी: सभापति जी, कप्पोजिट मिल्स में जो पुरानी वीविंग मशीन को लेकर वर्ल्ड मार्केट को कम्पीट नहीं कर सकते, बॅट आनली वर्ल्ड मार्केट डोमेस्टिक मार्केट को भी आपको कम्पीट करना है, जहां पर पॉवरलूम उससे भी ज्यादा अच्छा कपड़ा पैदा कर रहा है। इसलिए जितने कम्पेजिट मिल हैं जैसा आनरेबिल मेंबर ने कहा कि फॉरेन मशीनरी के साथ फॉरेन टैकनोलोजी आप कुछ लाएं। मैं आप ही की सब्सडरी तमिलनाडु जहां पर है कोयम्बतूर में, अध्यक्ष जी, सुल्जर लम के कम्पोजिट मिल चल रहे हैं——not only in Tamil Nadu but also in Pondicherry, the Sulzar looms are यह जितने भी मॉडर्नाइजेशन का प्लान है, फॉरेन टेक्नोलोजी को लेकर मॉडर्नाइजेशन करने के लिए जैसा ऑननोरेबिल मेंबर ने कहा है, हमने ग्लोबोल टेंडर कॉल फार किया है। मशीनरी के लिए और उस ग्लोबल टैंडर के अंदर अगर सारे के सारे लोग केडिट बेसिस पर देने के लिए तैयार हैं और अगर वह तैयार नहीं है फिर भी हम दोबारा टैंडर कॉल फार करने की भी कोशिश करेंगे। जहां तक एन. टी.सी. के साथ अभी तक तो कुछ हुआ नहीं है। अगर प्राईवेट सैक्टर में आ रहा है तो हम वेलकम करेंगे।

Urdu Dailies and weeklies in Karnataka

704. SHRI K. RAHMAN KHAN: Will the Minister of INFORMATION AND BROADCASTING be peased to state:

(a) how many Urdu dailies and weeklies in Karnataka are under the DAVP list;

(b) what is the basis of fixing the advertisement rates for such publicaitons;

(c) whether the publications to whome advertisements released are filing their audited statements of accounts. if so. what is the circulation revenue of each of the Urdu publication in Karnatake: and

(d) the total amount of advertisements released to each of the Urdu dailies and weeklies in Karnataka during 1991-92. 1992-93. 1993-94?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) to (d) A statement is laid on the table of the House.

Statement

(a) During the year 1993-94, there were 9 Urdu dailies and weeklies from Karnataka on the panel of DAVP.

(b) Advertisement rate is fixed on the basis of the half yearly paid circulation figure (July to December of the previous year in which advertisement rate is fixed) which is duly certified by the Registrar of Newspapers for India/Audit Bureau of Circulation/Charted Accountants.

(c) The publication are not required to furnish to DAVP their audited statement of accounts for the purpose of release of Government advertisements.

(d) The information is given below:—

	1991-92	1992-93	1993-94
	(Rs.)	(Rs.)	(Rs.)
Dailies	2,81,155.00	6,51,165.00	7,14,207.00
Weeklies	49,910.00	33,453.00	68,807.00
TOTAL	3,31,065.00	6,84,618.00	7,83,014.00

SHRI K. RAHMAN KHAN: Sir, Karnataka has the third largest Urdu-reading public in the country and this is according to the Linguistic Minority Commission. There are 9 dailies and weeklies on the panels of the DAVP. The total amount of advertisements issued to these 9 dailies is only Rs. 7.83 lakhs. I would like to know from the hon. Minister what types of advertisements are being issued to these dailies and weeklies, whether all the important advertisements issued to other language newspapers by th DAVP are being issued to these Urdu dailies and weeklies also. If they are not issued, will it not prevent the Urdu reading public of the State from knowing the various kinds information and programmes of the Government? I would like to know whether the Government will consider increasing the quantum of advertisements to the Urdu dailies and publishing all important information and advertisements of the DAVP in the Urdu dailies in Karnataka for the information of the Urdu-reading public.

SHRI K. P. SINGH DEO: Sir, the figures which have been given in the original answer indicate that the advertisements have been increasing since 1991. This I have given as part of the reply. So, over the years, the Government has been increasing, from 1977 onwards, the advertisements, especially to the small and medium newspapers and language newspapers. As far as the type of advertisements being given by the DAVP and others are concerned, there is an Advertisement Policy of the Government of India which was finalised and approved in 1980. If you want, I will give all the details.

MR. CHAIRMAN: Not all the details. You give the relevant details.

SHRI K. P. SINGH DEO: Sir, we have given the broad guidelines and parametres. One is the small and medium journals, especially the scientific and technical jaurnals, language newspapers and journals. Small newspapers and journals are those which have a

circulation of less than 25,000 copies, medium newspapers and journals are those which have a circulation of 25,000 copies and above, and big newspapers and journals are those which have a circulation of more than 75,000 copies.

In selecting the newspapers and publications for placing the Government advertisements, we take into account the coverage and readership from various walks of life and particularly in the case of national campaigns, we take into account the reaching of the measure to be conveyed to specific sections of people. I think this is what the hon. Member wants us to do. The small and medium newspapers will get major consideration in motivational and educational campaigns. In regard to any category of newspapers and journals and publications, the Government may consider from time to time for *bona fide* reasons. In this respect, the house journals, news magazines and souvenirs are not to be considered. This is the Government's policy. Therefore, the DAVP will use those newspapers and journals which have a minimum page circulation of not less than 2,000 copies per day. Relaxation is given if they are in the tribal and backward areas. In respect of specialised scientific and technical journals, the paid circulation should be 500 copies. Relaxation is also given to journals and newspapers published in backward, border and remote areas menant for the tribal people. In respect of Jammu and Kashmir, the minimum page circulation should be 5,000 copies per day.

The Government is always open to suggestions. This House had debated this issue in 1977, 1980 and even in 1991. We are open to suggestions and we will examine each and every suggestion. The hon. Member's suggestion will certainly be examined by the Ministry and we will come before the House after that.

SHRI K. RAHMAN KHAN: According to RNI, there are 15 Urdu dailies in Karnataka having a circulation of over 10,000 copies and 28 weeklies having a circulation of over 10,000 copies. But only nine dailies and weeklies have been selected. I would like to know on what basis these nine dailies and weeklies have been selected by the DAVP. I would like to say that circulation basis alone cannot be the reasons for fixing the rate because certain language newspapers will have to be encouraged on a different footing. If the same yardstick is applied to all types of language newspapers, then certain languages which require encouragement, will not get that encouragement. I would like to know from the hon. Minister whether the Government will consider revising its policies for the language newspapers which need encouragement.

SHRI K. P. SINGH DEO: Sir, Government advertisements are not a source for survival.. It is to encourage not only the medium and small newspapers but also to give advertisements of the user Ministries, public sector undertakings and autonomous bodies. So, we have been following the quidelines of the Public Accounts Committee and the Rate Structure Committee appointed by Parliament in 1977 when the Finance Minister and the then I & B Minister had brought it to Parliament. And on the basis of that, every year, from 1977 we have been increasing till 1991. Then again in 1991, a fresh Committee was set up. It is under the consideration of the Government. (*Interruptions*) Any useful suggestions given by the hon. Members will definitely be examined by the Government.

MR. CHAIRMAN: Question Hour is over.

WRITTEN ANSWERS TO QUESTIONS

Export of jute products

*705. SHRI MD. CALIM: Will the Minister of TEXTILES be pleased to state: